

CONTRACT

WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

Strategic Media Placement.
7669 Stagers Loop
Delaware, OH 43015

<u>Contract / Revision</u> 839019 /		<u>Alt Order #</u>
<u>Product</u> OH MANDEL KENNEDY SPLIT OCT 23-NOV		
<u>Contract Dates</u> 10/23/12 - 11/05/12		<u>Estimate #</u> 3010
<u>Advertiser</u> Mandel/Kennedy		<u>Original Date / Revision</u> 10/22/12 / 10/22/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WOIO	<u>Account Executive</u> House WOIO/WUAB	<u>Sales Office</u> Cleveland Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	10/23/12	10/26/12	Action News at 5p	5-6p		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-T--F--				2	\$1,500.00			
N 2	WOIO	10/29/12	11/02/12	Action News at 5p	5-6p		:30			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	M-W-F--				3	\$1,500.00			
N 3	WOIO	11/05/12	11/05/12	Action News at 5p	5-6p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	M-----				1	\$1,500.00			
N 4	WOIO	10/23/12	10/26/12	Action News at 11p	11-1135p		:30			NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-TWTF--				4	\$3,000.00			
N 5	WOIO	10/29/12	11/02/12	Action News at 11p	11-1135p		:30			NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	M-W-F--				3	\$3,000.00			
N 6	WOIO	11/05/12	11/05/12	Action News at 11p	11-1135p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	M-----				1	\$3,000.00			
Totals											14	\$33,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	6	\$15,000.00	\$12,750.00
10/29/12 - 11/05/12	8	\$18,000.00	\$15,300.00
Totals	14	\$33,000.00	\$28,050.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



MANDEL KENNEDY SPLIT

839019

Revision #: 0 Date: 10/21/2012

Client: OH MANDEL KENNEDY SPLIT
Media: TV
Product: SPLIT
Market: Cleveland
Estimate: 3010
Description: OH MANDEL KENNEDY SPLIT OCT 23-NOV
Flight Start Date: 10/23/12 5:00:00 AM
Flight End Date: 11/6/12 4:59:00 AM

PR 10/22

Separation between spots: 10

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon
32	WOIO-TV MTWThF 5:00p-6:00p ACTN NWS-5 PM<	EN	\$1,500.00	\$1,275.00	30	1	0	0	1	0	0	1	0	1	0	1	0	0	1
33	MTWThF 11:00p-11:35p ACTN NWS-ELEVN<	LN	\$3,000.00	\$2,550.00	30	1	1	1	1	0	0	1	0	1	0	1	0	0	1
Total Spots:					2	1	1	1	2	0	0	2	0	2	0	2	0	0	2



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Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Tue 11/6
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Total Spots

WOIO-TV

32	MTUWTHF 5:00p-6:00p ACTN NWS-5 PM<	EN	\$1,500.00	\$1,275.00	30	0
33	MTUWTHF 11:00p-11:35p ACTN NWS-ELEVN<	LN	\$3,000.00	\$2,550.00	30	0

Total Spots: 0

Total Cost: \$33,000.00

\$28,050.00

Total

OCT 12	\$15,000.00	\$12,750.00
NOV 12	\$18,000.00	\$15,300.00

6
8
14

Disclaimer:

Signature: _____



Summary by Station/System

Date: 10/21/2012

Client: OH MANDEL KENNEDY SPLIT Estimate: 3010
Media: TV Description: OH MANDEL KENNEDY SPLIT OCT 23-NOV
Product: SPLIT Flight Start Date: 10/23/12 5:00:00 AM
Market: Cleveland Flight End Date: 11/6/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WOIO-TV	14	\$33,000.00	100%	\$28,050.00	100%
Market Total:	14	\$33,000.00		\$28,050.00	